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MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



TOWERED BODY-PICTURE SEE MARCH 1971 PAGE 25

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Kitchen Floor Covering

that is
Serviceable Sanitary
good to look upon



It Is Easy To Keep Clean and Soft To The Tread

In fact for the kitchen there are no floor coverings more satisfactory, more economical or easier to keep clean than these Made-in-Canada Floor Coverings.

LINOLEUM Floor Oilcloth and Feltol

Floor Coverings may now be purchased at lower prices than have prevailed for years. But it is not only these low rates that recommend them to the thrifty housewife—dual wear-resisting qualities make them the most expensive to compare with linoleum or other types of floor coverings.

Your dealer will show you a wide variety of pleasing designs in Linoleum, Floor Oilcloth and Feltol, suitable for any room in the house as well as a wide choice of Linoleum and Floor Oilcloth in many attractive patterns.

To-day it is important to build upon getting Made-in-Canada goods—dual therefore on getting Floor Coverings that are made in Canada, by Canadian workmen, in well-known Canadian domestic concerns.

What Linoleum is
made of—linseed oil
mixed with flint, sand,
and other materials—
is so durable and
resistant to wear that
it can be used for
years.

What Floor Oilcloth is
made of—oilcloth
with a linoleum
surface—so durable
and resistant to wear
that it can be used
for years.

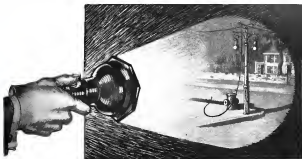
What Feltol is
made of—feltol
with a linoleum
surface—so durable
and resistant to wear
that it can be used
for years.

Patterns shown
suitable for use
in kitchen or
pantry.



For sale and installed
by Canadian dealers, or
directly from the
Canadian National Carbon
Company, Limited.
Toronto and Winnipeg.

EVEREADY FLASHLIGHTS MEET EVERY NEED FOR EMERGENCY LIGHT



"Death Lurks in Darkness. Eveready Means Safety in Home, Factory, Travel—Everywhere"

Says Mrs. E. of London, Ont., and won a \$250 Prize

The Eveready Flashlight \$10,000 Cash Prize Contest developed some very interesting thoughts on the urgent need for Eveready Flashlights in every field of human activity.

The sense of the entire 309,462 contest-answers was, as pointed out by the judges in making their decision, that Eveready's greatest usefulness lies in the broad field of danger in darkness.

The moral to be drawn from the contest, then, is that wherever there is need for a safe, portable light, an Eveready Flashlight is the answer.

Do you own an Eveready Flashlight? Is it "loaded" with a fresh, strong Eveready Battery—actually ever ready for any and all emergencies?

There's an electrical, hardware, drug, sporting goods or auto-accessory store near you

CANADIAN NATIONAL CARBON COMPANY, LIMITED
TORONTO AND WINNIPEG

EVEREADY
FLASHLIGHT

The Light that says "There It Is!"

Save money on food with—
 Etc. and 39c. Etc.
Oxo
 A Cube to a Cup
 CUBES

"Diamond Dyes" don't stain hands or pan

EACH package of Diamond Dyes contains 10 packets for dyeing 10 items. The packets are small, so they can be used for dyeing anything from a single sock to a whole shirt. The packets are also small enough to fit in your pocket. The packets are also small enough to fit in your pocket. The packets are also small enough to fit in your pocket.

BEECHAM'S PILLS
 have a greater
 sale than any other
 medicine in the world
 and a worldwide reputation
 vouches for by the
 happy, healthy people they have helped. If you are troubled with indigestion, flatulency, constipation, if you have headaches, a continued feeling of lassitude, nervousness, and are generally run-down and debilitated, go to your nearest druggist and purchase a box of this wonderful family remedy—Beecham's Pills. They

Win Confidence
 wherever tried. They arrest a good digestion, purer blood, strong nerves, sound sleep and active organs of elimination. Beecham's Pills root and invigorate the entire system for they are compounded from the purest drugs obtainable having great curative value. Over seventy years of experience have shown that they are of wonderful benefit and their popularity is due to

Being Always Dependable
 "The Largest Sale of Any Medicine in the World"

Sold Everywhere in Canada. In boxes, 22 cents and 35 cents

...and you will find it a most useful and convenient way of dyeing. The packets are also small enough to fit in your pocket. The packets are also small enough to fit in your pocket. The packets are also small enough to fit in your pocket.

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16% per package
 Ten for 35¢
 and a taste of 80 & 100
PLAYER'S
 NAVY CUT
 CIGARETTES



FREE
For 5 Days Wear

...and you will find it a most useful and convenient way of dyeing. The packets are also small enough to fit in your pocket. The packets are also small enough to fit in your pocket. The packets are also small enough to fit in your pocket.

A Shiny, Sanitary Clean Bowl
 You can have a shiny bowl that shines as brightly as your new car. The secret is in the Sani-Flush. It's a new way of cleaning bowls. It's a new way of cleaning bowls. It's a new way of cleaning bowls.

Sani-Flush
 Clean Bowls. Clean Bowls. Clean Bowls.



Mother's Worries
 Absorbine

Kut The Hair Root

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Shining-Sanitary Kitchen Utensils

Old Dutch Cleanser quickly and easily removes grease, stains, burned-in crusts, etc. from cooking utensils and makes them bright like new.

- The quality insures economy and efficiency for all general cleaning. Saves time and labor. Can't harm the skin.